

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of : Steven Reidl, *et al.*  
Serial No. : 10/662,776  
Filed : September 15, 2003  
Title : SYSTEM AND METHOD FOR ADVERTISEMENT  
DELIVERY WITHIN A VIDEO TIME SHIFTING  
ARCHITECTURE  
Group Art Unit : 4127  
Examiner : Adam B. Chornesky  
Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

**RESPONSE TO OFFICE ACTION**

Sir:

In response to the Office Action dated December 23, 2010, please reconsider the above identified application in light of the following Response, wherein

**Amendments to the claims** begin on page 2 of this paper, and

**Remarks** begin on page 2 of this paper.